

Spreading the knowledge of public relations

Typically I use this monthly column to provide readers with tips about the public relations industry; spreading the knowledge in hopes of assisting you with your business initiatives. I certainly take great pleasure in educating businesses about public relations but I'd like to take a different approach and express how I value education and the art of teaching those looking to get into the industry.

Furthering education is even more important given our current economy and I truly enjoy my role as faculty at Kwantlen Polytechnic University and the University of Victoria. There is something about being a part of furthering ones education that provides me with such a rewarding experience. It's the same for businesses, by educating one about public relations; I feel that I am taking both students and businesses one step further in their path to success.

I currently teach event planning and sponsorship, event production and public relations theory and practice. All three courses are hands on and practical to the students that I teach. Focusing on a real-life examples and pulling from experiences from my business has allowed me to design my lesson plans in hopes of fully engaging my students.

Mastering the craft of public relations is all about versatility and expressing this to my students on a weekly basis can be challenging. From writing a press release, attending a meeting on fundraising initiatives for a charity event, implementing a crisis communications workshop or pitching a creative angle to the media, the practice of public relations varies but the focus and drive behind the industry remains consistent. As with learning anything new, keeping in mind the best way for students to receive information is key to my success as an educator. My goal is to ensure that I provide enough information, yet remain flexible for students to come up with their own conclusions so that they feel they are truly learning something.

I take pride in running a successful communications company as well as continuing my faculty roles within post-secondary education; it allows me to be two-fold; focusing on educating as a whole.

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